

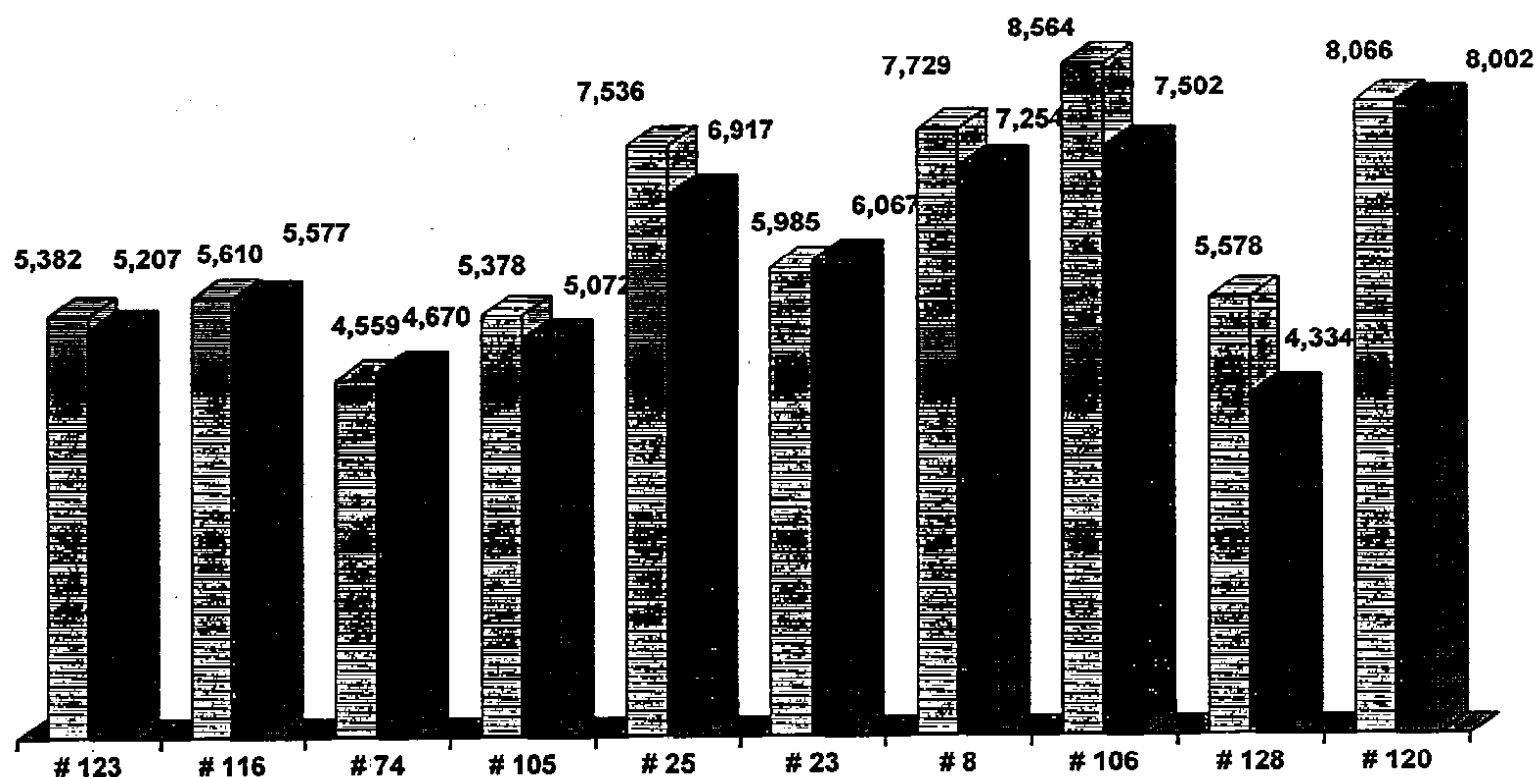


Quick Chek Food Stores

Confidential

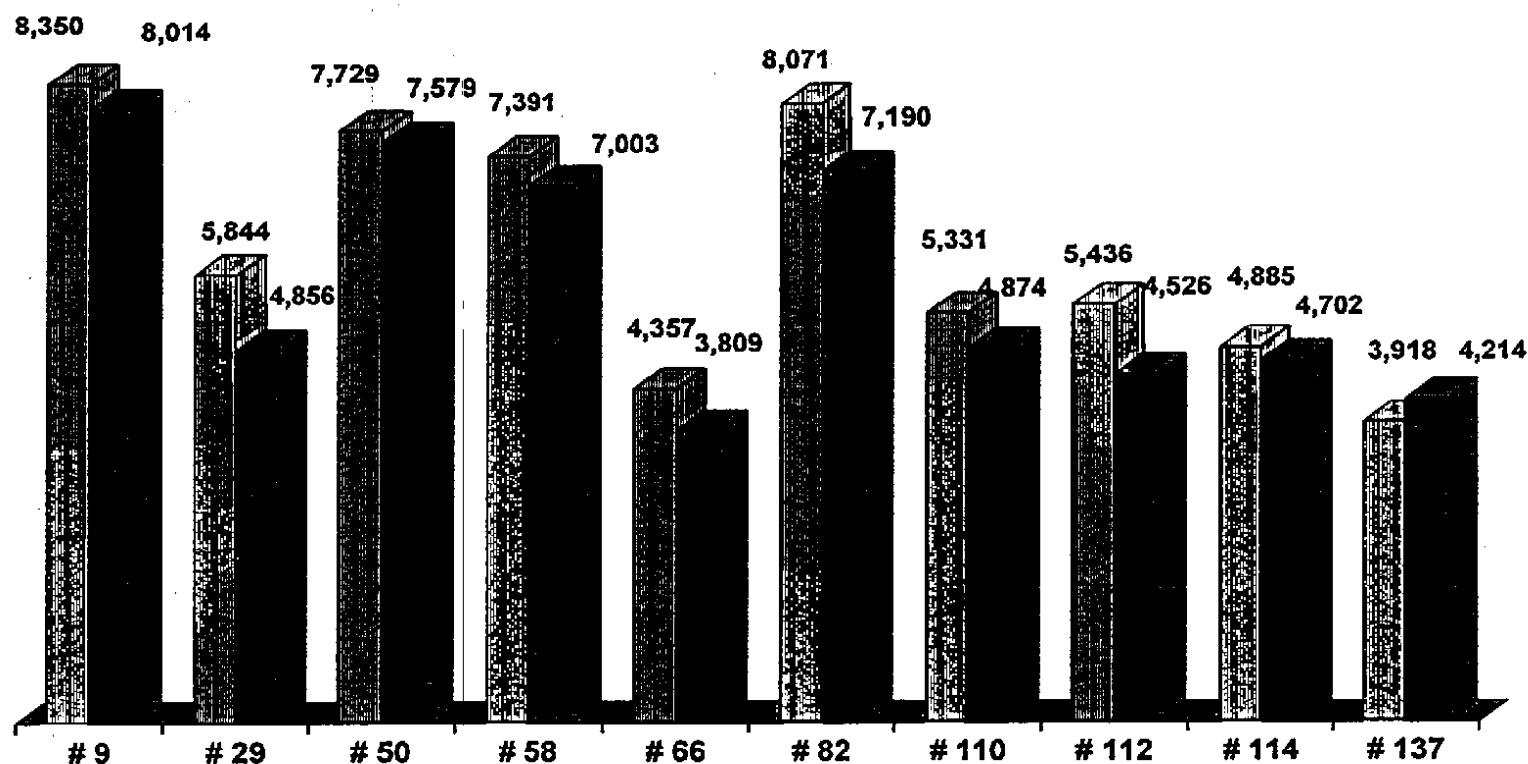
***Cigarette Category
Philip Morris Exclusive Test Data
June- August 1996 Vs 1997***

**Quick Chek Food Stores
Philip Morris Exclusive Test
Test Store Performance (June through August 1996 Vs 1997)
Cartons Shipped To Stores**



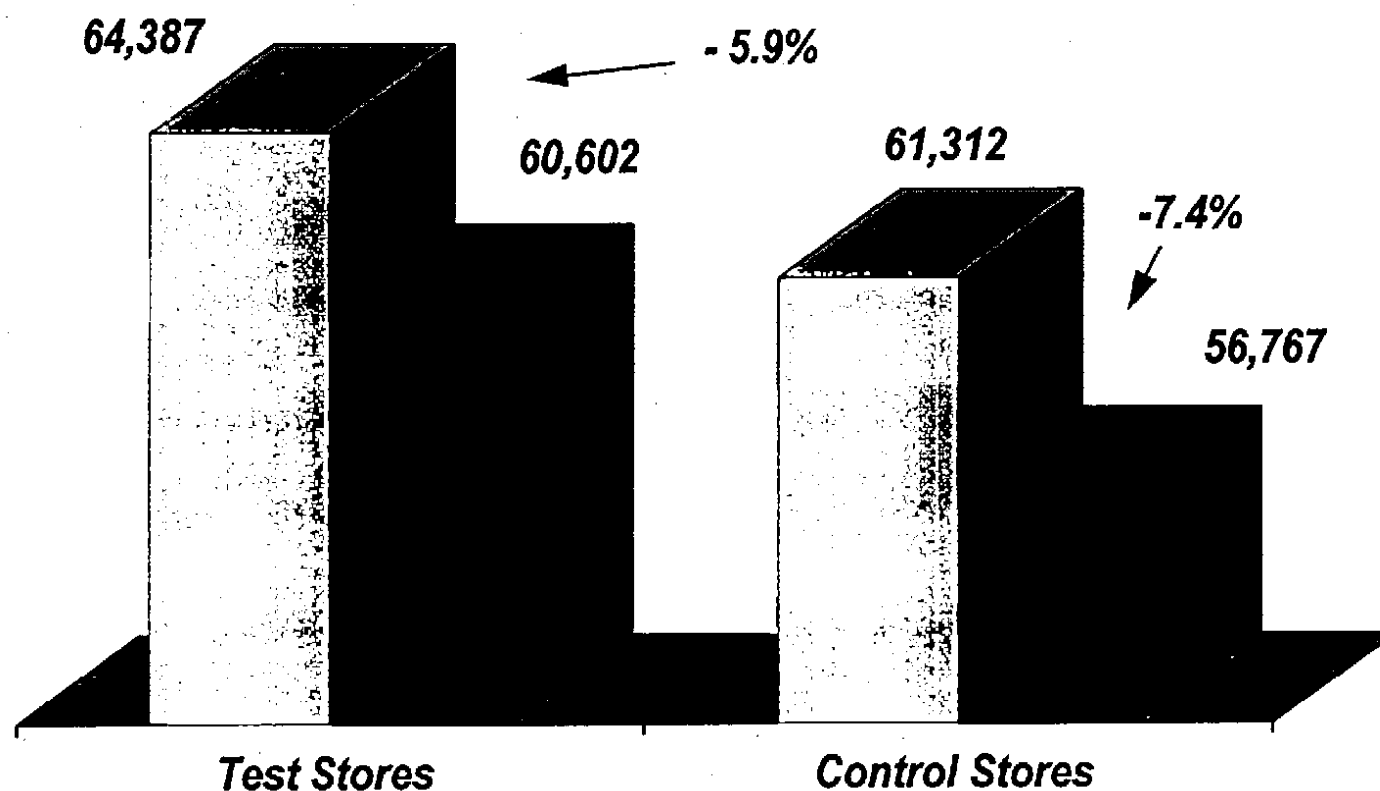
Note: Test implementation date, June 1, 1997

Quick Chek Food Stores
Philip Morris Exclusive Test
Control Store Performance (June through August 1996 Vs 1997)
Cartons Shipped To Stores

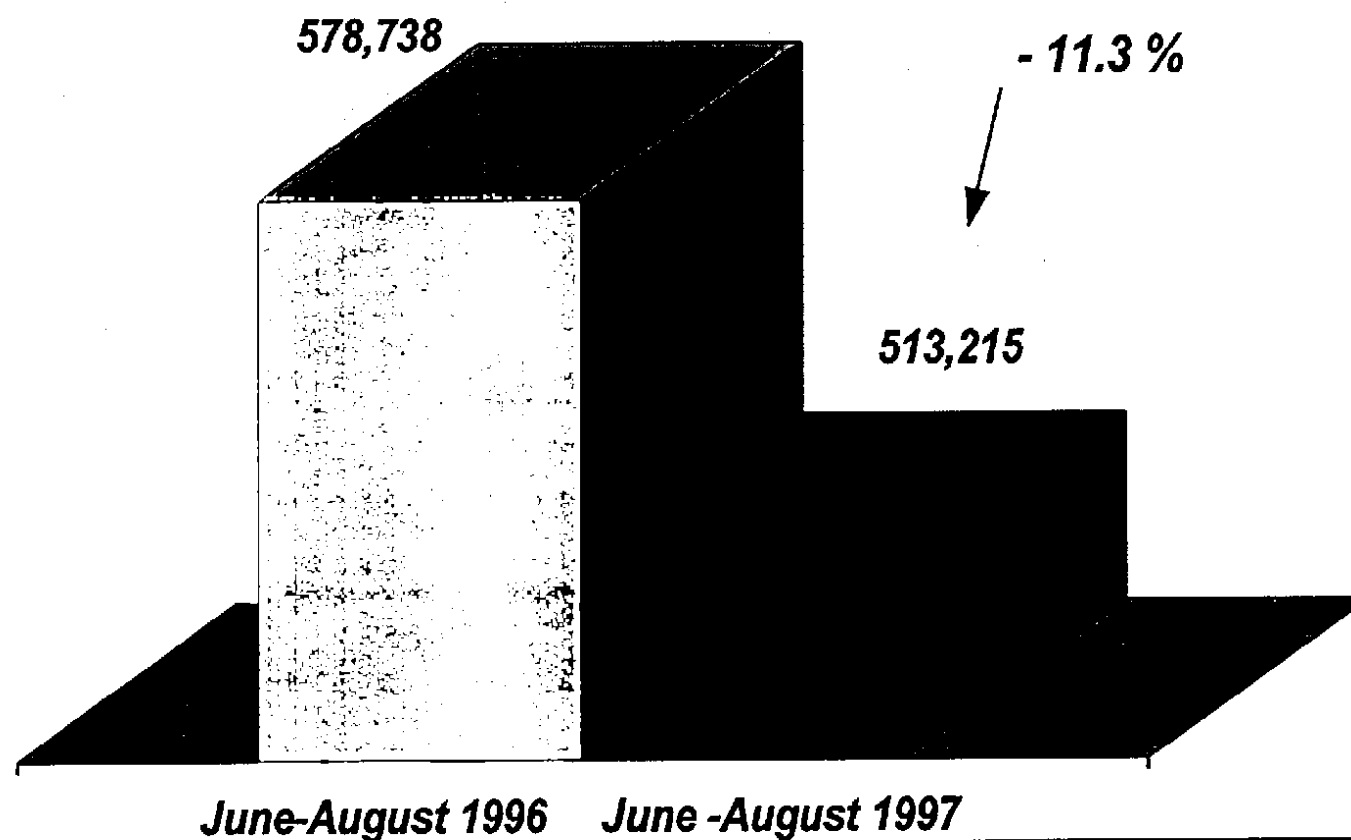


Note: Test implementation date, June 1, 1997

**Quick Chek Food Stores
Philip Morris Exclusive Test
Test Stores/Control Stores (Grouped Volume Performance)
June-August 1997 (Vs June-August 1996)**



**Quick Chek Food Stores
Philip Morris Exclusive Test
Chain Volume Performance
June 1997 (Vs June 1996)**



June-August 1996 June-August 1997

Quick Chek Food Stores
RJR/PM Share Performance
Test Stores
June-August 1996 Vs June-August 1997

| Store # | PM Share Variance | RJR Share Variance |
|---------|-------------------|--------------------|
| # 128 | + 2.46 % | - 2.02 % |
| # 120 | + .04 % | - .61 % |
| # 106 | - 1.38 % | + .39 % |
| # 8 | + 1.20 % | - .50 % |
| # 23 | - 1.97 % | + .03 % |
| # 25 | - 2.54 % | + .29 % |
| # 105 | + 2.82 % | - 1.01 % |
| # 74 | + 3.09 % | - 1.47 % |
| # 116 | - 1.41 % | - .55 % |
| # 123 | - 1.19 % | + .97 % |

**Quick Chek Food Stores
RJR/PM Share Performance
Control Stores
June-August 1996 Vs June-August 1997**

| Store # | PM Share Variance | RJR Share Variance |
|---------|-------------------|--------------------|
| # 114 | - 3.77 % | + 1.57 % |
| # 112 | - .87 % | - .36 % |
| # 110 | - 4.27 % | + 1.18 % |
| # 82 | - 1.92 % | + .79 % |
| # 66 | + 2.79 % | - 1.19 % |
| # 58 | + .22 % | - .54 % |
| # 50 | + .68 % | - .08 % |
| # 29 | - 1.82 % | + .78 % |
| # 9 | - 2.68 % | + .55 % |
| # 71 | - .90 % | - 2.77 % |